

Message Text

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PAGE 01 STATE 017408
ORIGIN COME-00

INFO OCT-01 AS-01 EA-09 ISO-00 EB-08 /019 R

DRAFTED BY COM/BIC/OED/OBOD/OPIOS: MCINOUSSA/SS
APPROVED BY EB/OCA/CD:EMSACCHET
COM/BIC/OED/OBOD/OPIOS: DOGORDON
COM/BIC/OED/OBOD: RECOHEN
EA/PHL:JSARTORIUS (INFO)

-----262022Z 053146 /47

R 261504Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY MANILA

UNCLAS STATE 017408

E.O. 11652:N/A

TAGS: BTIO, BFOL, RP

SUBJECT: LICENSING OPPORTUNITY: ABENSON, INC.

REF: MANILA 15861

1. ROY UNGER, VICE PRESIDENT OF MARKETING AND INTERNATIONAL OPERATIONS, SEALY INC. HAS HELD TELEPHONE DISCUSSIONS WITH WILSON LIM AND EDITHA DE JESUS OF ABENSON. UNGER HAS EXPRESSED INITIAL INTEREST IN ABENSON'S PROPOSAL.
2. MR. LIM INDICATED HE PLANS TRAVEL TO THE UNITED STATES IN APRIL OR MAY FOR FURTHER DISCUSSIONS WITH UNGER.
3. IN REFTTEL, EMBASSY STATES A 'SISTER' COMPANY IS CURRENTLY A LICENSEE OF A JAPANESE BRAND. UNGER NEEDS TO KNOW WHAT THE PRECISE RELATIONSHIP IS, INCLUDING FINANCIAL INFORMATION ABOUT THE ARRANGEMENT BETWEEN THE SISTER COMPANY AND THE JAPANESE MATTRESS MANUFACTURER. SEALY HAS UNCLASSIFIED

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PAGE 02 STATE 017408

A JAPANESE LICENSEE FOR ITS MATTRESS, AND IT APPEARS THAT SEALY'S JAPANESE LICENSEE IS THE SAME AS THE ONE DEALING WITH ABENSON'S "SISTER" COMPANY.

4. ANY NEW FINANCIAL INFORMATION WHICH COULD BE FURNISHED BY EMBASSY TO UPDATE NOVEMBER 1975 WTDR WOULD BE

APPRECIATED.

5. SIMMONS COMPANY ALSO REVIEWING ABENSON'S PROPOSAL,
BUT HAS NOT YET ADVISED COMMERCE'S OVERSEAS PRODUCTS
AND BUSINESS OPPORTUNITIES STAFF OF ITS INTENTIONS.
VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 26-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE017408
Document Source: CORE
Document Unique ID: 00
Drafter: MCINOSSA/SS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770028-0967
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770116/aaaaanmx.tel
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Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 MANILA 15861
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3494302
Secure: OPEN
Status: NATIVE
Subject: LICENSING OPPORTUNITY: ABENSON, INC.
TAGS: BTIO, BFOL, RP
To: MANILA
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/3adcdad0-c288-dd11-92da-001cc4696bcc
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